

# NATIONAL SMOKER STUDY

## SMOKER'S PROFILE

MONITOR - 3rd QUARTER '83 & 1st QUARTER '84

WTD BASE	3rd QUARTER '83		1st QUARTER '84	
	NATIONAL (2220) %	ONTARIO (777) %	NATIONAL (2064) %	ONTARIO (728) %
Sex:				
Men	50.9	50.4	51.4	50.9
Women	49.1	49.6	48.6	49.1
Age:				
Young: 15-34	55.1	52.8	51.4	48.6
Older: 35+	44.9	47.2	48.6	51.4
Age/Sex:				
Men: 15-24	14.4	13.8	12.2	10.5
25-34	13.0	11.5	13.3	13.3
35-44	10.0	11.4	10.1	11.0
45-54	5.8	6.5	7.2	6.4
55+	7.6	7.3	8.5	9.7
Women: 15-24	13.8	12.5	12.8	12.1
25-34	13.8	15.0	13.0	12.7
35-44	8.5	8.5	8.0	8.9
45-54	5.6	6.0	6.1	5.3
55+	7.4	7.6	8.6	10.1
Community Size:				
Total Rural	21.2	15.6	21.2	15.5
1 - 29M	15.3	15.5	16.4	13.7
30 - 99M	9.0	11.3	8.2	9.0
100 - 499M	10.3	16.0	11.2	17.3
Occupation:				
Prof./Managerial	10.8	12.8	11.6	11.0
Sales/Clerical	14.9	17.1	13.6	14.9
Skilled/Unskilled	30.4	32.4	28.6	30.9
Housewife	18.7	16.2	20.5	21.8
Student	7.9	7.5	6.8	4.8
All others	16.7	13.6	18.7	16.3
Education:				
1 - 8 yrs	11.6	8.3	11.0	7.2
9 - 12 yrs	58.2	61.6	57.3	59.7
12 yrs +	29.5	29.7	30.8	32.2
Family Income:				
Less than \$ 10,000	9.7	7.7	11.8	7.7
\$ 10,000 - \$ 14,999	11.4	11.1	9.6	9.2
\$ 15,000 - \$ 19,999	12.5	12.2	11.7	11.9
\$ 20,000 - \$ 24,999	14.1	14.9	13.7	13.1
\$ 25,000 - \$ 29,999	9.8	8.9	11.8	11.1
\$ 30,000 +	40.3	44.4	40.4	45.2

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